



**Lodgers Tax Advisory Board
Regular Meeting
Video Conference
Tuesday January 12, 2021 at 2:00 pm**

Call to order

Allan Affeldt called the meeting to order at 2:12 pm.

Roll Call

Present:

Allan Affeldt

Gabriel Garcia

Georgina Ortega-Angel

Absent:

Krutik Bhakta (excused)

Shawna Sandoval

Approval of Minutes

Allan Affeldt asked if there were any questions.

Georgina Ortega-Angel made a motion to approve the minutes

Gabriel Garcia seconded the motion.

Motion passed with all in favor.

Approval of Agenda

Allan Affeldt asked if there were any questions.

Georgina Ortega-Angel made a motion to approve the agenda.

Gabriel Garcia seconded the motion.

Motion passed with all in favor.

Finance Report

Bill Hendrickson explained the finance report.

Allan Affeldt asked if the budget should get amended.

Bill Hendrickson wants to hold off on that for right now.

Allan Affeldt stated maybe for the April meeting the board could reevaluate it.

Public Input

None.

Agenda

a. Set up dates to receive event funding applications

Bill Hendrickson asked if the dates will be set for the April meeting.

Georgina Ortega-Angel wants there to be guidelines for public events.

Bill Hendrickson stated the dates would be for the planning of events from June on.

b. Set up deadlines for applications

Bill Hendrickson stated as long as the applications are in before the April meeting.

Allan Affeldt asked if April 1st was a good deadline.

Georgina Ortega-Angel agrees with that date.

c. Wayfinding: Request additional \$11,000 to complete Phase 1&2 signage (15 signs)

Bill Hendrickson stated he received a quote and it is 20 thousand dollars more than budgeted.

Georgina Ortega-Angel asked for clarification on the amount that is being requested.

Bill Hendrickson stated that it will only be for the amount requested which is the 11 thousand dollars.

Allan Affeldt asked if there was enough manpower to get it done.

Bill Hendrickson stated yes there is.

Allan Affeldt asked for a motion to be made.

Georgina Ortega-Angel made a motion to approve the \$11,000.00.

Allan Affeldt seconded the motion.

Motion passed with all in favor.

d. Marketing Update (Virginia Marrujo)

Bill Hendrickson advised the board the marketing committee has been selected.

Allan Affeldt asked if a RFP has been drawn up.

Bill Hendrickson stated not yet but they are leaning towards an MOU.

Allan Affeldt asked if the MOU would come back to the Lodgers Tax Board. He wants it on the April agenda for approval/disapproval.

e. I-40 billboards near Santa Rosa pricing (John Goodwin)

John Goodwin gave an explanation of the deal being offered for the billboards, he wants funding to promote Las Vegas.

Georgina Ortega-Angel would like to have billboards on I-40.

John Goodwin gave the price and term the billboards were being offered for.

Allan Affeldt asked about the vinyls.

John Goodwin explained it for Allan.

Bill Hendrickson asked if they had a little bit of time to draw up the contract or if it needed to be done asap.

Georgina Ortega-Angel made a motion to approve the billboards on I-40 for \$16,010.00.

Gabriel Garcia seconded the motion.

Motion passed with all in favor.

Discussion Items

None

New and Other Business

None

Adjournment

Georgina Ortega-Angel made a motion to adjourn.

Gabriel Garcia seconded the motion.

Meeting adjourned at 2:56 pm.

Board Chairman Bhakta

Date